



MARKETING & SALES COORDINATOR

ABOUT US

KiDs Beach Club® (KBC) is an innovative, global non-profit ministry with a vision to give every preteen boy and girl a Jesus experience. We are accomplishing this locally through after school Bible clubs in public elementary schools and globally through our multi-award-winning children's television show.

We are committed to building a world-class organization, and that starts with having world-class people on our team. If you are someone who strives for excellence, is continuously improving yourself, and proactively seeks to make a difference where you work, then please continue reading.

SUMMARY

The Marketing & Sales Coordinator completes tasks that support KBC's overall marketing initiatives. This position plays an integral role in promoting the mission, vision, brand, products, and events of KiDs Beach Club to current and prospective clients, donors, churches, parents, and volunteers.

This is predominately a work-from-home (WFH) position but requires working from the KBC office 4-5 days per month plus additional days as needed. The Coordinator must meet the KBC WFH technical requirements. **The Coordinator must be located within a reasonable drive of Bedford, TX.** Occasional overnight travel is required.

REPORTS TO: People Engagement Director

JOB OVERVIEW

- Bring new products and services to market while finding new distribution channels for existing products and services
- Manage websites, maximizing SEO
- Coordinate sales activities
- Analyze sales and marketing efforts, report on key performance indicators

RESPONSIBILITIES

LEADERSHIP

- Propose innovative ways to reach current and new KBC customers using emerging technologies
- Work closely with all KBC personnel to ensure KBC events are properly marketed
- Coordinate the development of new products and services from KBC's existing resources
- Conducts research to analyze competitive landscape, market trends, customer behavior, and new sources for prospective customers
- Track and report on key performance indicators in marketing and sales
- Liaison with marketing consultants to integrate recommendations into KBC's marketing efforts

MARKETING

- Write copy for websites, sales pieces, email campaigns, and so forth
- Manage email drip campaigns, text campaigns, and similar
- Maintain inventory of marketing and sales support materials, making sure all resources are accurate, current, and consistent with brand guidelines

- Plan and manage trade shows, conferences, events, and meetings by identifying, coordinating, and assembling required materials/supplies, developing assignments and schedules, and coordinating strategic contacts
- In cooperation with KBC's Publicists, coordinate KBC personnel's participation in interviews and appearances; liaison with publicists and media outlets on behalf of KBC to secure publicity opportunities
- Support the People Engagement Director in establishing and evaluating a marketing strategy by analyzing and assembling sales forecasts, updating calendars, and organizing and planning promotional presentations
- Manage websites, with a focus on SEO
- Manage advertising campaigns, including digital and print
- Execute local market strategies to engage TV stations, radio stations, churches, schools, and other entities in the expansion of KBC into new markets
- Support donor development events and activities by providing marketing support activities and sales resources, including managing electronic giving forms, text to give technologies, and so forth

SALES

- In cooperation with the People Engagement Director, develop and execute a comprehensive product sales strategy
- Ensure leads from websites, trade shows, events, etc. are followed-up; monitor follow-up activities
- Manage the sales pipeline ensuring data is complete, sales activities are completed, and outcomes are updated
- Discover and launch new distribution channels for KBC products and services; manage sales channels

ADDITIONAL RESPONSIBILITIES

General

- Actively participate in regularly scheduled team meetings, including the annual Advance (Corporate retreat)
- Contribute to the recommendation, implementation, and improvement of KBC operations and policies
- Perform other duties or functions assigned by the People Engagement Director or KBC Senior Leadership

PERSONAL EXPECTATIONS

- Personal and growing relationship with Jesus Christ
- Adhere to the KBC Statement of Faith and Child Protection Policy
- Represent Christ and KBC as an active member of a local church
- Support the mission and vision of KBC
- Demonstrate behavior that is professional, ethical, and responsible

GENERAL REQUIREMENTS

- Excellent interpersonal skills
- Excellent writing skills, with the ability to communicate clearly, persuasively, and succinctly
- Strong analytical skills for generating reports, viewing marketing metrics, extracting data, and sharing information
- Proficient in Microsoft Office Applications (Word, Excel, PowerPoint, Outlook)
- Technology savvy and able to adjust to new and changing technologies
- Prefer experienced with project management software (Monday.com highly preferred)
- Ideal candidate will be detail-oriented and organized with the ability to handle multiple assignments simultaneously while still meeting deadlines
- Bachelor's degree in marketing, a related field, or significant experience in lieu of degree
- Minimum three years' relevant experience

PHYSICAL REQUIREMENTS

- Prolonged periods of sitting at a desk working on a computer
- Prolong periods of standing for conferences/conventions
- Ability to lift up to 30 pounds
- Ability to manage stairs, navigate airport travel, and assemble conference displays

BENEFITS

- Paid employee healthcare, long-term disability insurance, and life insurance
- Paid time off for vacation, illness, and professional development
- Half-day Fridays, subject to business needs
- Salary \$46,000 - \$50,000

TO APPLY: VISIT <http://kidsbeachclub.org/jobs> to complete the application and upload your resume.

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